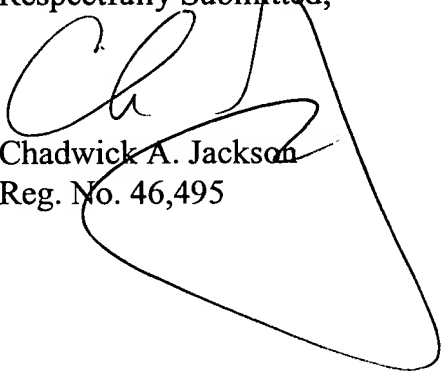


REMARKS/ARGUMENTS

This communication is in response to the Notice of Non-Compliant Amendment dated January 18, 2006. The amendment to claims 1, 10, and 19 filed on October 13, 2005 has been corrected to reflect that the terms “user search pattern, and user profile information” were added limitation by underlining the terms. The Applicants respectfully request reconsideration and issuance of a Notice of Allowance for all the claims remaining in the application. The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with this application to Deposit Account No. 19-5127 (19111.0051). Should the Examiner feel further communication would facilitate prosecution, he is urged to call the undersigned at the phone number provided below.

Respectfully Submitted,


Chadwick A. Jackson
Reg. No. 46,495

Dated: January 24, 2006

Swidler Berlin LLP
3000 K Street, N.W., Suite 300
Washington, D.C. 20007
(202) 424-7500